



The American Recovery and Reinvestment Act and Medfusion

The American Recovery and Reinvestment Act of 2009 – it's the biggest news in healthcare in years. And never has there been a time when we needed it more. The economic pressures being felt by physician practices everywhere are overwhelming: from declining reimbursements to increasing patient accounts receivable ... from tightening of budgets to increasing patient no-shows ... and from an overall increase in uninsured patients to a steady rise in operating costs with decreasing practice efficiencies.

The billions of dollars earmarked for the healthcare industry as part of the nation's economic stimulus package is designed to help mitigate these factors, with tens of billions of dollars in incentives for physician practices and hospitals to adopt healthcare information technologies. Technologies like electronic health records (EHR), e-prescribing, and additional technologies like patient communication solutions (patient portals).

That's fantastic news ... especially since most studies show that less than 25% of physician practices today have implemented an EHR. The pressure to implement an EHR is definitely being felt, and a patient portal is the best way to get the most out of your existing or upcoming EHR investment.

How? Patient portals – like Medfusion – extend the value of your EHR system by providing a way for your patients to interact with your practice and staff – online – securely and easily. Recording lab results in the EHR? Let your patients know their results by sending them via secure messaging. No more postcards or costly letters to send. Do your patients frequently call to ask questions about their diagnosis or treatment? Let them ask the questions securely online, where you can respond when it's convenient for you and keep a record of those conversations. Something nearly impossible to do when trading phone calls. These are just two examples of how patient portals can enhance and extend the value of an EHR solution.

What if you don't have an EHR today?

No EHR, no problem. Medfusion's HIPAA-compliant patient portal does not rely on an EHR to deliver value. In fact, most Medfusion customers today still use paper-based records. The real value of Medfusion is in the increase in operational efficiencies, decrease in costs, and enhanced incremental revenue created by using a secure, online solution to communicate with patients for things like:

- Patient pre-registration
- Bill payment
- Appointment requests
- Appointment reminders
- Prescription renewals
- Questions for practice staff ... and more

SO WHAT'S THE BOTTOM LINE?

With the drive to adopt healthcare information technology, there is no better time than now to enhance your HIT initiatives by adopting a patient portal. Here's

FIVE reasons to implement a patient communication solution TODAY:

1. Easy to implement – up and running in less than 45 days with low up-front investment
2. Extend the value of an EHR solution to your patients – patient communication is key to running an efficient practice
3. Don't disrupt the clinical workflow – there's no change in physician behavior needed
4. Deliver proven results like:
 - Reduce operating costs by 75%
 - Accelerate patient payments by 35%
 - Increase revenue by seeing more patients daily
 - Process patient requests in one-quarter the time
5. **Take a giant step towards ensuring "meaningful use" of your EHR solution (see reverse)**

Medfusion is ranked by KLAS as the 2008 "Software Category Leader" in patient portals – with over 15,000 providers nationwide using our solutions to drive revenue, increase productivity, and enhance patient satisfaction. Log on to www.medfusion.net or call **877 599 5123** for more information.

Medfusion

Did you know that patient portals play a role in meaningful use of EHRs? They do!

Patient access and communication are two tenets of the meaningful use definition, and in fact the timelines for several defining factors have been accelerated, including:

- Providing patients with timely electronic access to their health information by 2011
- Providing patients with an electronic copy of their discharge instructions and procedures by 2011
- Giving all patients access to personal health records by 2013

The table below provides an overview of just some of the ways Medfusion can help you comply with meaningful use standards:

Health Outcomes Policy Priority	2011 Care Goals & Policy Objectives	Does Medfusion Help?	Medfusion Solution
Improve quality, safety, efficiency, and reduce health disparities	Help reach out to patients who need care, for things like health reminders and care instructions	✓	Patient Messaging enables practices to create automated or manual reminders for health maintenance, appointments, follow up, and patient education.
	Record demographics such as preferred language, insurance type, gender, etc.	✓	The Medfusion Patient Portal captures patient information including demographics and health history, either entered directly by the patient as part of creating an online account, or through integration with external systems like practice management or EHR. In addition, patient information captured in the Patient Portal can be shared with practice management and EHR solutions.
	Record vital signs such as height, weight, and blood pressure, plus smoking status and Advanced Directives	✓	The Medfusion PHR allows providers access to vital signs, medications, allergies, and more, ensuring both patient and physician have access to the same health history information.
	Send reminders to patients for preventive and follow-up care	✓	Medfusion's Appointment Reminders can be used to remind a single patient or groups of patients of follow-up appointments, and Patient Messaging can be used to ensure delivery of preventive and follow-up care instructions and guidelines.
Engage patients and families: provide patients and families with timely access to data, knowledge, and tools to make informed decisions and to manage their health	Provide patients with an electronic copy of their health information (including labs, problem lists, medications)	✓	The Medfusion PHR is an online record of a patient's health history as provided by both patient and physician. The data in the PHR can be printed or copied for personal use.
	Provide patients with timely electronic access to their health information (including labs, problem lists, medications)	✓	The Medfusion PHR can be accessed by patients and family members at any time, from anywhere, including lab results, medications, allergies, problem lists, surgeries, and more.
	Provide access to patient-specific education resources	✓	Medfusion offers a wide range of patient education products which can be provided to patients via a Medfusion interactive website.
	Provide clinical summaries for each encounter	✓	Practices can use Patient Messaging to communicate information like encounter summaries securely to patients via the patient portal.
Improve care coordination: exchange meaningful clinical information among professional health care team	Capability to exchange key clinical information among providers of care and patient-authorized entities electronically	✓	The Medfusion PHR enables patients to capture their key clinical information and share it among their authorized physicians, family members, and care managers. In addition, Medfusion's Referral Portal enables secure data exchange between physicians regarding patient care information.
Ensure adequate privacy and security protections for personal health information	Compliance with HIPAA Privacy and Security rules	✓	Medfusion's solutions are HIPAA-compliant; access to the PHR and all communication solutions are password-protected, and all data is encrypted to ensure security and privacy.
	Provide transparency of data exchange	✓	The Medfusion PHR records all instances of data exchange which is readily available to patients.
Improve population & public health	Communicate with public health agencies	✓	The Medfusion solution provides a repository of patient information built upon patient-practice interaction. In addition, the Medfusion PHR can provide complete patient health information augmented by outside sources. All of this data can be aggregated across the patient population and used to evaluate public health.

Ready to learn more?

Log on to www.medfusion.net/ or call us at **877.599.5123** today to speak to someone directly about how Medfusion can help your practice achieve its ARRA stimulus goals.

